

This record is a partial extract of the original cable. The full text of the original cable is not available.

UNCLAS SECTION 01 OF 02 LIMA 004696

SIPDIS

STATE FOR WHA/PDA (SLEBENS, AEDWARDS), OES/ETC (KWALTZ, JMCALPINE), PLEASE FORWARD TO USFS/IP (MZWEDE) AND USAID/LAC (CCAMPBELL)

E.O.12958: N/A

TAGS: [KSCA](#) [SENV](#) [TBIO](#) [KPAO](#) [PE](#)

SUBJECT: PROGRAM EVALUATION: Jackson Hole Wildlife Film Festival, and Amazon Basin Forum, September 20-25, 2005 - Peruvian participant Mr. Antonio BRACK

**1. DESCRIPTION OF THE ACTIVITY:** Mr. BRACK participated in subject program on federal natural resource management issues, wildlife and forest management concessions and tourism. The program included meetings with public agency officials, NGO representatives and tribal representatives to focus on landscape and park planning and on management of protected areas and indigenous lands.

**2. DATE, FISCAL YEAR AND QUARTER:** September 20-25, FY-2005; Fourth Quarter.

**3. MISSION PERFORMANCE PLAN THEME:** Economic Growth and Development.

**4. RESULT/IMPACT:** Excellent. Mr. Brack mentioned that participating in this film festival and having had the opportunity to meet with experts from the Amazon Basin gave him new tools to ensure that television has a great influence in public opinion for the good use of natural resources, conservation of natural areas, and managing wild life. Mr. Brack has a TV program called "La Buena Tierra" (The Good Land) and he is grateful for the excellent contacts made, and for having the opportunity of suggesting themes to specialized institutions, such as National Geographic, to make Peru better known worldwide.

**5. AUDIENCE REACHED:** A number of leaders working at the forefront of Amazon conservation, and representatives of the global environmental media community. Mr. Brack's TV program audience in Peru will definitely hear what Mr. Brack has learned from this program.

**6. QUALITY OF SUPPORT FROM USG:** Program was funded with FY-05 joint allocation from State Department (OES - Kathy Waltz), USFS - International Programs (Michelle Zweede), USAID's Amazon Conservation Initiative (Connie Campbell), and Lima Post.

**7. HIGHLIGHTS OF THE PROGRAM:**

-- Mr. Brack mentioned that he was surprised by the U.S. lead on forestry administration. "It is of utmost importance the creation of local wealth, like tourism sites and appreciation of the wild fauna."

-- Mr. Brack was amazed to know that Jackson Hole, being a city of approximately 8,000 people, receives annually 4,4 million tourists attracted by the Grand Teton National Park, its forest, and winter sports.

-- At the Teton Science School he learned about its splendid program to educate children and young people on conservation and management of natural areas and environment.

-- Mr. Brack observed that the National Park had admirable volunteer programs of different kinds. One consists of retired people who participate assisting tourists. Another group is formed by young volunteers who work during the high summer season and obtain experience to be potential candidates for a future job there.

**8. LONG-TERM RESULTS:** Mr. Brack has already signed up on the IV Alumni web site, and will continue participating actively in our programs. On December 1, 2005, the Peruvian IV Alumni Association will hold one of two workshops on Environment in a provincial city, Arequipa, and Mr. Brack has agreed to be one of the lecturers. Mr. Brack has exchanged experiences with his colleagues from different countries, which has allowed him to find common thematic issues, besides establishing contacts for ongoing exchanges.

**9. COMMENTS/SUGGESTIONS:** Mr. Brack expressed his gratitude to the USG for this special invitation, to Ambassador J. Curtis Struble for meeting with him before his program; to USAID official Connie Campbell, for her kind assistance during the program; to the Forestry Service representative Michelle Zweede for her significant support; to Lima Post FSNs Borie Velez and Maria Eugenia Rodriguez for taking flawless care of all the administrative details for his participation; to everyone at the Forestry Service, Park Service and each institution they visited. He was surprised by the kindness and pleasant treatment he received everywhere.

-- During panels and debates, Mr. Brack noticed that worldwide there is a lack of knowledge about Peru's efforts to preserve natural areas and manage the Amazon forest. In general, there is an idea that the Amazon forest is being destroyed

irresponsibly, and that there is a limited knowledge about protected areas, indigenous titled lands, and concessions to manage the forest. The reality is that Peru, with its problems and limitations, is implementing a system to preserve the forest, the biodiversity and indigenous cultures through 12 million hectares of protected areas, 10 million hectares of indigenous land, and 24,5 million hectares of Forest of Permanent Production in the Amazon. This system guarantees the conservation of 46,5 million hectares of forest and its biodiversity, representing more than 60 percent of Peru's portion of the Amazon forest.

Suggestions:

-- It would be essential that officers from INRENA (Natural Resources Institute in Peru) visit the U.S. in a similar program to learn about the forestry system and its policies. INRENA could contact the U.S. Forest Service for an agreement on grants to developing countries. This would enhance INRENA's management of national parks.

-- Peru can learn a lot from the U.S. Park Service and its management of protected areas. "One of the most important lessons is that the parks are integrated to the local economy and generate income for the local economy through tourism, recreation, and admiration of beautiful scenery and wild fauna."

STRUBLE